

CHAPTER I

INTRODUCTION

1.1. Background

According to a data analysis released by Youthmanual Startup company which targeted 400.000 students and scholars in Indonesia, 92% of high school students are uncertain with their choices of future career and 45% scholar are unsatisfied with their college major decision. The primary factor that causes these unfortunate facts is because students rarely know what potential they have in them and they do not understand how important it is to determine self potential in their youth phase. Therefore, students need solution, motivation, guidance, and a platform to practice their skill. In this case, The Indonesian Scout Movement emerged to provide an excellent solution for students through its unbeknown program, Satuan Karya.

The Special Troop Unit created by The Indonesian Scout Movement, or as people called it Satuan Karya Pramuka is a nonformal education program with various kinds of projects divided into certain work fields to achieve its member's fullest potential. Satuan Karya Pramuka is especially designed for the Rover Scout level (a term for scout members age 16 to 20) that are beneficial for both the member's development and the community by placing them in government instancies projects. The members can explore specific trait based on their interests such as aviation, maritime, health, environment, education, law enforcement, and so forth. As stated by the General Secretary of Scout Tangerang Regency, Mr.

Dadang Sudrajat, the individual skill requirements and activities offered by Satuan Karya is designed in such a way that suitable with its member abilities from both physical and psychological perspective so the message can be effectively delivered, hence making them an excellent platform for the members to prepare their future career and at the same time can build their personalities into more positive ways.

However, in the course of time, the role of Satuan Karya is still unknown to the majority of Indonesian adolescents. Being conducted by the Scout movement as one of the compulsory lessons at almost every school in Indonesia still does not help the growth of Satuan Karya. According to the interview with Mr. Ajie Subrata as the General Secretary of Scout in Curug District, only a small number of adolescents know Satuan Karya, and a few of them want to further continue in Scout outside of school. As a band aid solution, some regions in Indonesia have started to do socialization to introduce Satuan Karya in school classes, yet it barely made any impact on making students want to join. Mr. Ajie explained, the primary factor that caused this problem is the lack of interest amongst adolescents to discover more about Satuan Karya and an undeveloped communication between both sides of Scout movement and adolescents.

Based on the situations mentioned above, the author proposes a campaign as a bridge to increase the number of adolescent participations in Satuan Karya.

1.2. Problems

Based on the background mentioned above, the problem for this research is:

1. How to increase the number of adolescent participations in Satuan Karya Pramuka?

1.3. Limitations

The focus of the research will be limited as stated by the followings:

1. Geographics:

Primary: JABODETABEK

Secondary: Indonesia.

2. Demographics:

Sex: Males and females

Age: 16-20 Y.O. (Primary requirement of Rover Scout)

Education: High school and other secondary level of education

SES: Low and middle class

3. Psycographics: In the adolescents' stage, people are forging their identity in their social life and mental process. They start to be more self-conscious about their surroundings, including the views of others. By having the right to make decisions by themselves, they start questioning their identity and whom they want to become by searching various alternatives of personalities they want to adopt. (Steinberg, 2013).

1.4. Objectives

The objective of this final project is to increase the number of adolescent participations in Satuan Karya through a campaign.

1.5. Benefits

1.5.1. For the Author

The author understands the critical role of the Indonesian scout movement in developing youth and helping the community, and also learn how to create a campaign design as a solution by practicing the fundamentals of graphic design.

1.5.2. For the University

The research contributes as a reference for further studies primarily focusing on scout movement topics and managed by Multimedia Nusantara University.

1.5.3. For the Society

The adolescents of Indonesia can finally understand the positive impact of Satuan Karya as an excellent way to build up their talent and character in a positive direction towards better future